

Committee for the Re-election of the President

MEMORANDUM

May 11, 1972

~~CONFIDENTIAL~~

Determined to be an
Administrative Marking

By SD NARA, Date 12/31/02

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL
FROM: ROBERT M. TEETER
SUBJECT: Second Wave Polling

The purpose of this memorandum is to recommend the design of our second wave polling and to get your approval of the basic design so I can begin to work with the vendors on questionnaire design and specific cost estimates.

Purpose

The purpose of this wave of polling will be to update our polling information in the priority states after all the major Presidential Primaries are over and after perception of the potential Democratic candidates is better defined. The Primaries and national events have undoubtedly changed public opinion in several important areas since January, and we need current polling data to reevaluate our position in each of the priority states, to further define our national campaign plan, and to develop individual state campaign plans.

This set of polls will allow us to identify changes in the various candidates ballot strength or perception or in the basic issue structure since January. It will also allow us to begin to develop some trend lines on both the candidates and issues for the campaign.

Some of the major areas I think should be covered on this wave are:

Secret ballot measurement of the President vs. Humphrey, McGovern, and Kennedy with and without Wallace

Ballot effect of various potential Vice-Presidential candidates

Perception of the major candidates

Familiarity/Amount of knowledge of the candidates
Approval rating/Why
Personal perception data

Measurement of core pro and anti Nixon vote



National issue structure

Rating of intensity of issue concern

Rating of candidates ability to handle major issues

Perception of whether a problem has gotten better or worse under the Nixon administration

Attitudes toward specific national problems

Tax reform/VAT
National defense
Status and attitudes toward police
Attitudes toward Congress
Attitudes toward trade unions/George Meany
Attitudes toward Phase II
Marijuana/Drugs
Farm problems
Women's issues

This data would all be tabulated and analyzed by past voting behavior, by current voting intention, by degree of commitment for or against the President, by geographic regions, and by the various demographic groups. These are essentially the same breaks that we used in Wave I and would allow us to identify any specific changes in the President's strength since January. The data from this wave would also be run by Area of Dominate Influence (ADI) which would allow the advertising people to use the data more effectively by relating it to the major media markets.

Design

I think we should divide the states to be polled into two groups on this wave and do a fairly long interview designed to get in-depth data on the candidates and issues only in the top priority states and do a much shorter (and less expensive) interview designed to get the basic head-to-head and issue data in the other states.

The states I recommend we do in June are:

Long Interview

California
Texas
Illinois
Ohio
New Jersey
New York

Per





Short Interview

- Alabama ✓
- Pennsylvania ✓
- Maryland ✓
- Michigan ✓
- Connecticut ✓
- Washington ✓
- Wisconsin ✓
- Missouri ✓
- Oregon ✓
- West Virginia ✓
- Indiana ✓

While Indiana and Alabama are... think we ought to check Indiana... and we should survey Alabama... strength in one of the deep... simply on the basis that we... basis with Red Blount.

... of priorities, I... various state problems... the President's voting... Alabama was selected... the study on a shared cost

Timing

The appropriate schedule of

be:

Approval of basic	May 15
Development of questionnaire and	May 16-25
Preliminary approval of questionnaire and	
signing of contracts	May 30
Final approval of	June 8
Interviewing	June 15-30
Preliminary reports	July 5
Final reports	July 15

Cost

The approximate cost of this... estimate does not, however... studies with individual states... this project is approved... in Pennsylvania, Ohio... possibly Washington, and O

\$250,000. This cost... operation any shared cost... negotiate as soon as... the shared cost arrange-... ana, Illinois, Texas, and

The final cost would be determined... is finalized and will be set

the questionnaire and design... for approval.

Recommendation: That you... list of states to be polled... exact cost estimated will

and wave of polling, the... The questionnaire and... your approval by May 30.

Approve _____

Signature _____

Comment _____